

Bleach in Taiwan

Market Direction | 2024-02-23 | 15 pages | Euromonitor

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Report description:

While retail value sales were positive in 2023, these were driven by inflationary pressures and rising price points. As such, retail volume sales were challenged, recording a decline. Rising hygiene concerns during COVID-19 had contributed to continuous moderate growth since 2020. However, with the threat of the virus reduced, consumers have shifted their focus away from cleaning, leading to a slowdown in sales during 2023. A consumer base of older consumers continue to use bleach as a multifunc...

Euromonitor International's Bleach in Taiwan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bleach market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Reducing the unpleasant odour could drive further sales in bleach

Use as a bathroom cleaner limits growth opportunities for bleach

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